Bob Lois   Project Area Scope of Work   *Updated: 091712*

Name of Region <u>WEST</u>   **Name of Project Area:** <u>MISSISSIPPI RIVER COUNTIES</u>

Planning and Outreach Priorities	Broadband planning and outreach priorities for this Project Area: 1. **Availability** 2. **Adoption**
Project Area Boundaries	Boundaries for this Project Area: **4 Mississippi River Counties:** <u>**BALLARD, CARLISLE, HICKMAN, FULTON**</u>
Priorities (Sector/Geography)	Priority sectors and/or geographies for focus in this Project Area: 1. **Education** 2. **Household/Residential Use**
Availability, Adoption, Utilization Gaps	Broadband availability, adoption, or utilization gaps for focus in this Area: 1. **Places with no BB Availability** 2. **Limited Adoption, where there is BB** 3. **Lack of public access to broadband**
Project Area Working Group Membership	Individuals who have agreed to be members of this Project Area Working Group: 1. **Jennifer Beck-Walker, Purchase ADD** 2. **Brad Davis, Purchase ADD** 3. **Jiten Shah, Green River ADD** 4. **Sheryl Chino, Green River ADD** 5. **Chris Sutton, Pennyrile ADD** 6. **Jason Vincent, Pennyrile ADD**
Project Area Working Group Chair	Individual who has agreed to chair this Project Area Working Group: <u>**Jennifer Beck Walker**</u>
Next Steps	Next steps and timeframes guiding the work in this Project Area: 1. Regional Group Meeting – June 2012 2. Stakeholder Group – July 2012

** If additional space is required, please attach additional pages to this template. **

Approved: May 31, 2012 - KY Broadband Central Planning Session   <u>Jennifer Beck Walker</u>
                                                        Project Area Working Group Chair

Project Area Focus

➢ 4 Purchase Counties: Ballard, Carlisle, Hickman, and Fulton
➢ Focus: Adoption, with emphasis on education system or community access "hubs"

Project Area Profile: (Baker/SNG Team responsibility)

The task will be to develop a project area profile, drawing on data in recent reports.

a) Identify predicted level and characteristics of non-adoption by households.
b) Identify main barriers to adoption and preferred means of acquiring Internet skills.
c) Analysis of education sector's role in utilizing broadband (elementary, middle, high school).
d) Identify any data on CAIs that offer availability in both served and un-served areas.

Identify/contact/recruit stakeholders for Initial Planning Session

Stakeholders Recruitment

- Make personal contact with key stakeholders to ensure availability and participation
- Send written workshop invitations (and personal calls if time and energy permit)
- Send Invitations to pre-workshop Webinar

Types of Stakeholders to be Recruited

A. Broadband Adoption
- Education (K – 12)
- CAIs (libraries, seniors' centers, others)
- Local governments
- Chambers of Commerce
- Non-Profits   (services/social services)
- Service Organizations (ex: Lion's Clubs, Rotary)

B. Public Access of Broadband in Rural Areas
- ISPs and WISPs with services in project area (4 counties)
- Local Governments and Local Businesses

Logistics

a) Identify and confirm Initial Planning Area (IPA) Workshop date and location
b) Identify how invitations will be sent out, including follow-up and registration process.
c) Other logistics: refreshments, audio-visual aids, etc.

Purpose of *Initial Planning Area (IPA) Workshop* in September

a) General awareness and education around broadband availability, adoption & utilization
b) Presentation of Project Area Profile
c) Discussion and issue identification within focus area: adoption/education/pub access
d) Priority setting
e) Identification of general strategies for dealing with priority issues